



# Air Service Development Consulting Services



Council Presentation  
May 14, 2024



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- To attract and retain air service, CCIA and other airports utilize third-party experts to gather and interpret data and build persuasive cases for airlines.
  - Consultants typically work with airport staff to prepare for airline meetings, industry conferences, air service development meetings, and other discussions that require informational and persuasive content.
  - Airport staff has used short-term consulting agreements in the past and is seeking to establish a long-term relationship with a firm to maximize the benefits of a staff augmentation model.
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- Conducted RFQ to obtain qualified firms for air service development consulting services for CCIA.
- Received two responses and interviewed both firms.
- Airport staff requesting approval to enter agreements with both firms to utilize complementary skillsets and resources that each firm offers.
- Contract terms are for up to \$100,000 per year per firm, for two years with options to extend for up to two additional one-year periods.
- Airport Board recommended approval at their regularly scheduled Board Meeting on January 29, 2024.





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- For the past two years, Airport has used Crawford, Murphy, & Tilly (CMT) to assist with data gathering and interpretation, industry insight and forecasting, networking and relationship building, and other key functions of air service development.
- CMT has contributed to key air service development milestones such as:
  - Three airline site visits to Corpus Christi, and one meeting at an airline headquarters.
  - Seasonal weekly Southwest service to Dallas Love Airport
  - Regular weekly calls with a charter operator interested in starting small intra-state service
  - Foundation of minimum revenue guarantee structure, resulting in an international air carrier receiving federal approval to fly routes from CCIA



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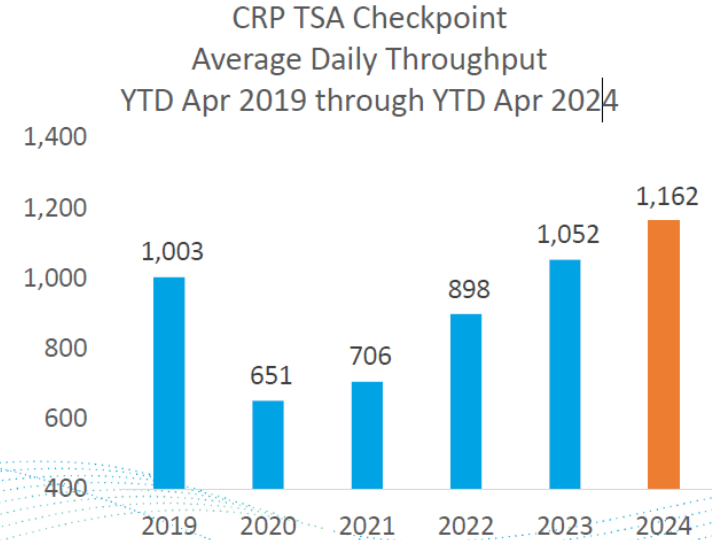
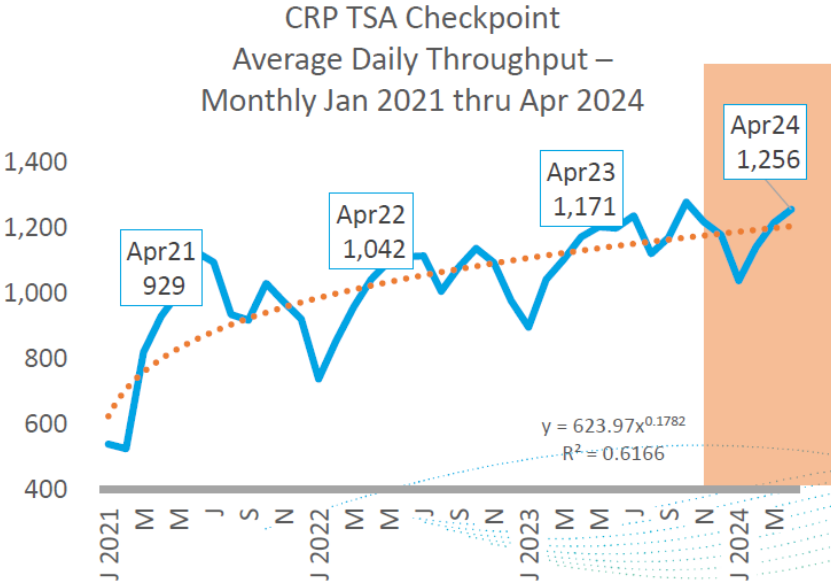


## InterVISTAS

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- InterVISTAS is a worldwide consulting firm based in Denver, CO. Their team consists of former employees of airlines and the Denver International Airport.
  - Airport staff intends to use InterVISTAS to complement the skills and resources of CMT, specifically in the form of:
    - Different data sources and interpretation methods for a more well-rounded and persuasive case for Corpus Christi
    - Monthly data dashboard reporting industry trends, CCIA statistics, and forecasting insights
    - Networking and relationship building with Denver International Airport, to create persuasive data-driven presentations for new air service from both airports
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Beyond DOT data, 2024 TSA Throughput continues to increase above both **2019 and 2023 levels**, YTD April 2024 up **+10% and +16%** respectively



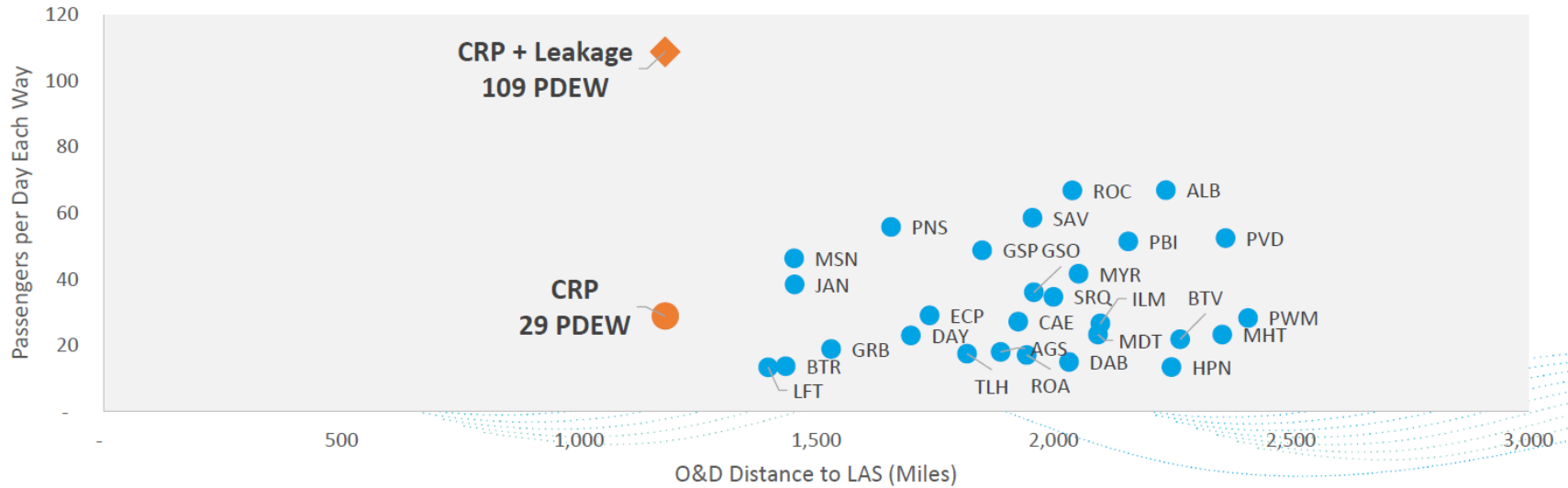
— Avg Daily Throughput    ..... Power (Avg Daily Throughput)



Source: TSA throughput via Airline Data Inc.

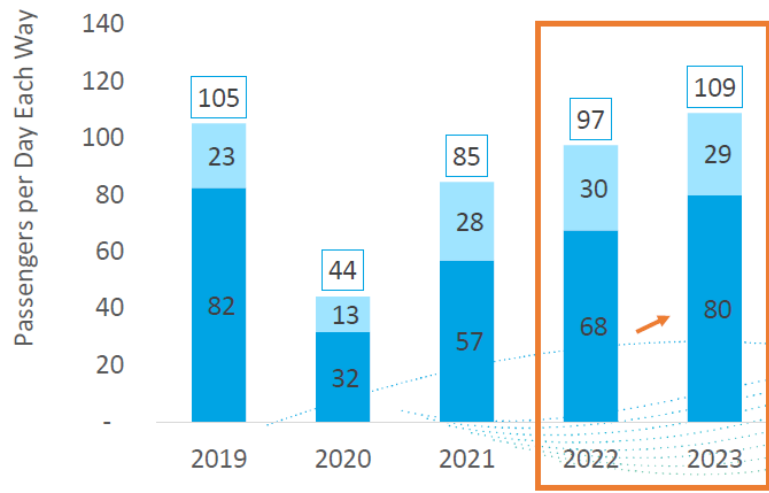
# CRP is one of the top market to LAS without nonstop service and is by far the shortest stage length

LAS Top Unserved Markets – O&D Distance & 2023 PDEW

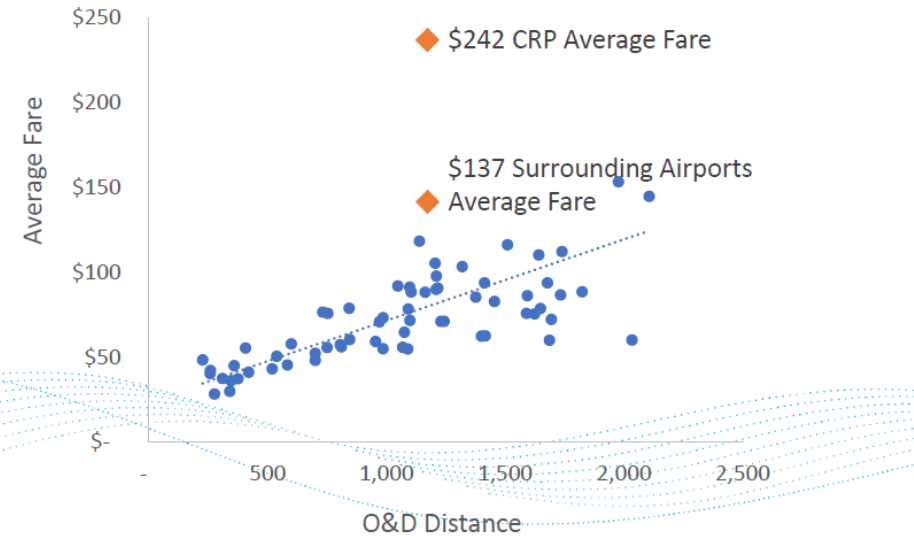


CRP-LAS PDEW grew 12% YOY but it leaked to surrounding airports due to **increased** fare disparity at CRP, growing from 56% to 76% higher fares

CRP-LAS True Market PDEW  
2019 through 2023



LAS Average Fare Curve - 2023



- Leaking PDEW
- CRP Capture PDEW
- Total CRP Catchment PDEW



Source: U.S. DOT DB1B data and Catchment Analytics via ADI  
"All Other" airports include IAH, SAT, AUS, HOU, & Other